

**Claims 1-90 (Cancelled)**

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93. (Previously Presented) The method of claim 91, wherein

said monitoring includes retrieving content characteristics associated with content included in the subscriber interactions;

said retrieving includes retrieving heuristic rules associated with at least some subset of the content characteristics; and

said applying includes applying the heuristic rules to some combination of the interaction characteristics and the content characteristics to generate the subscriber profile.

94. (Previously Presented) The method of claim 91, wherein

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said monitoring includes retrieving content characteristics associated with content included in the subscriber interactions and processing the subscriber interactions and the associated content characteristics to generate interaction characteristics;

said retrieving includes retrieving heuristic rules associated with at least some subset of the content characteristics; and

said applying includes applying the heuristic rules to the interaction characteristics to generate the subscriber profile.

95. (Previously Presented) The method of claim 91, wherein the heuristic rules

associate subscriber interactions to non-interaction traits including at least some subset of program to gender, channel change speed to gender, channel change speed to income level,

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program genre to age, program genre to gender, program genre to income level, and program genre to family size.

96. (Previously Presented) The method of claim 91, wherein the heuristic rules associate specific subscriber interactions with specific demographic characteristics.

97. (Previously Presented) The method of claim 91, wherein the heuristic rules associate specific subscriber interactions with probabilities that the subscriber has various demographic characteristics.

 98. (Previously Presented) A method for generating a subscriber profile, the method comprising:

monitoring subscriber interactions with a television;

processing the subscriber interactions to generate interaction traits;

retrieving heuristic rules associated with the interaction traits, wherein the heuristic rules associate the interaction traits to demographic traits, the interaction traits to demographic traits associations including at least some subset of program to gender, channel change speed to gender, channel change speed to income level, program genre to age, program genre to gender, program genre to income level, and program genre to family size; and

generating the subscriber profile by applying the heuristic rules to the interaction traits.

99. (Previously Presented) The method of claim 98, wherein said processing includes

retrieving content characteristics associated with content included in the subscriber interactions; and

processing the subscriber interactions and the associated content characteristics to generate interaction characteristics.

100. (Previously Presented) The method of claim 98, wherein the heuristic rules associate specific subscriber interactions with specific demographic characteristics.

101. (Previously Presented) The method of claim 98, wherein the heuristic rules associate specific subscriber interactions with probabilities that the subscriber has various demographic characteristics.

102-106. (Canceled)

107. (Currently Amended) A method for generating a demographic profile of a subscriber based on subscriber interactions with a television, the method comprising:

monitoring subscriber interactions with a television;

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retrieving heuristic rules associated with the subscriber interaction, wherein the heuristic rules associate the subscriber interactions with probabilities of the subscriber having certain demographic traits;

applying the heuristic rules to the subscriber interactions to generate probabilistic demographic traits based on the subscriber interactions; and

generating a demographic profile of the subscriber by aggregating all the probabilistic demographic traits for various subscriber interactions.



108. (Previously Presented) The method of claim 107, wherein the heuristic rules predict demographic characteristics about the subscriber including at least some subset of gender and income level.

109. (Previously Presented) The method of claim 107, wherein the heuristic rules associate subscriber interactions to demographic characteristics including at least some subset of program to gender, channel change speed to gender, channel change speed to income level, program genre to age, program genre to gender, program genre to income level, and program genre to family size.

110. (New) A method for generating a demographic profile of a subscriber based on subscriber interactions with a television, the method comprising:

monitoring subscriber television viewing interactions;

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processing the subscriber television viewing interactions to generate subscriber television viewing characteristics;

retrieving heuristic rules associated with at least some subset of the subscriber television viewing characteristics, wherein the heuristic rules associate television viewing characteristics with probabilistic demographic characteristics; and

applying the heuristic rules to the at least some subset of the subscriber television viewing characteristics to generate a probabilistic demographic profile.

111. (New) The method of claim 110, wherein the probabilistic demographic characteristics include at least some subset of gender and income level.

112. (New) The method of claim 110, wherein television viewing characteristics to probabilistic demographic characteristics associations include at least some subset of program to gender, channel change speed to gender, channel change speed to income level, program genre to age, program genre to gender, program genre to income level, and program genre to family size.

113. (New) The method of claim 110, wherein said processing includes retrieving content characteristics associated with content included in the subscriber interactions; and

processing the subscriber interactions and the associated content characteristics to generate interaction characteristics.